November 3, 2011

The Honorable Edward J. Markey
U.S. House of Representatives
2108 Rayburn House Office Building
Washington, DC 20515-2107

Dear Representative Markey:

Thank you for your letter of October 14, 2011.

Powered by Amazon Web Services (AWS), Amazon Silk is a web browser that will be available on the just-announced Kindle Fire device. It can tap into the power and capabilities of cloud computing infrastructure to overcome some of the limitations wireless mobile devices impose on mobile web browsing.

Amazon Silk employs a split architecture, which means that browser subsystems are present on the Kindle Fire as well as on the AWS cloud computing platform. Every time a customer loads a web page, Silk can decide dynamically which subsystems should run locally and which should run remotely. Silk couples the capabilities and interactivity of local devices with the computing power, memory, and network connectivity of the cloud.

In addition to cloud-enhanced performance, respect for customer privacy is embedded in the design of the Amazon Silk browser. Customers care how information about them is used, and we work hard to earn trust in that regard. Here are our responses to your specific questions:

1. *What information does Amazon plan to collect about users of the Kindle Fire?*

Amazon Silk logs aggregate browsing information – the logs are not associated with customer identities.

Amazon Silk temporarily logs web addresses – known as uniform resource locators ("URLs") – for the web pages it serves. Amazon does not associate these URLs with a customer's identity, and we keep this information for 30 days. This information is a key factor in driving Amazon Silk's speed.

Also, like Internet service providers and similar services that enable access to the Web, in cloud-enhanced mode, the content of web pages visited using Amazon Silk passes through our servers. Some of that information is cached to improve performance on subsequent page loads, also contributing to Silk's fast browsing experience. Web site owners use caching headers to indicate content that is acceptable for caching. Silk follows these headers explicitly and will only cache information deemed acceptable by web site owners.

Amazon Silk as used on the Kindle device may also send "crash reports" (information on potential technical issues) to Amazon. Such reports may contain identifiers such IP or MAC addresses, and these are used only for purposes of technical troubleshooting and are not associated with aggregate browsing history.

Amazon Silk routes secure (SSL) web page requests directly from the Kindle Fire to origin servers so they do not pass through Amazon servers. As an additional security measure, Silk encrypts all web traffic between the Fire and AWS infrastructure, even where traditional browsers would not encrypt.

2. *How does Amazon intend to use this information? Does Amazon plan to sell, rent or otherwise make available this customer information to outside companies? If yes, to which firms?*

Customer information is an important part of our business and an important driver of customer experience and future invention. We do not sell (or rent) the information to others and do not have plans to do so.

3. *How will Amazon convey its privacy policy to the Fire and Silk users? Please provide Amazon's privacy policy covering the Kindle Fire, if available.*

Amazon's Privacy Notice and Silk terms and conditions are available at the following links on the Amazon.com website:

Amazon.com Privacy Notice (link displayed at the bottom of every Amazon web page):
http://www.amazon.com/gp/help/customer/display.html/ref=footer_privacy?ie=UTF8&nodeId=468496

Amazon Silk Terms and Conditions (link also found through the Kindle Support page):
http://www.amazon.com/gp/help/customer/display.html/ref=help_search_1-1?ie=UTF8&nodeId=200775270&qid=1318601570&sr=1-1

Customers can also readily find these links by searching for, *e.g.*, "Amazon's privacy notice" or "Amazon Silk terms and conditions" within Amazon's "Help" section or on any major web search engine.

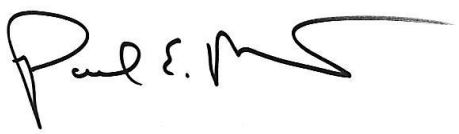
4. *If Amazon plans to collect information about its users' Internet browsing habits, will customers be able to affirmatively opt in to participate in the data sharing program?*

Again, Silk will only aggregate browsing activity across all users. It will not link browsing activity to individual customers' browsing habits.

In addition to the other customer-focused protections described above, customers have the option to turn off the cloud acceleration feature of Silk. In that "off-cloud" mode, web pages go directly to a user's device rather than pass through AWS servers, and customers still enjoy a good browsing experience (though it cannot be as fast as with cloud acceleration turned on).

Thank you again for your letter. I may be reached at 202-347-7390.

Sincerely yours,



Paul Misener
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